



# RICKY COLSON

## PRODUCT DESIGNER

rickycolson.com  
rickycolson@gmail.com  
281-813-0219

Creative generalist with 15+ years of experience in product design, branding & marketing, front end development, copywriting & editing, business development, information technology, and more.

## SKILLS

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Leadership, art direction  
Brand development  
UI/UX web design  
Frontend development  
Project management  
Marketing, advertising  
Copywriting & editing  
Business development  
Research & analysis  
Web accessibility  
Responsive design  
Graphic design  
Data viz, infrastructure  
Communication

## TOOLS

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Adobe Creative Cloud  
Figma  
HTML, CSS  
JS (Vue, Nuxt)  
Design systems  
Tailwind, Bootstrap  
Wordpress, Strapi  
Jira, Confluence  
Git, VSCode  
Asana, Slack, Zoho  
ActiveCamiagn

## EDUCATION

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BFA Studio Art  
High Honors  
University of Texas

## EXPERIENCE

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### DESIGN DIRECTOR

#### Cabells

2016 - present

- Designed marketing websites, marketing materials, customer search interface, employee interface, journal management system, and data visualizations
- Restructured information architecture for journal data, search systems, and headless CMS content
- Redesigned company brand identity and created design system
- Led product, web development, business strategy, marketing, branding, customer service, and content management projects
- Implemented project management system to track progress across multiple departments during planning and development stages
- Introduced management, marketing, and web development improvements through modern software and technology
- Presented project concepts, design updates, and operational improvements to company executives; led strategy and development meetings (marketing, product design, UX/UI, branding, web development)
- Constructed user personas and workflows based on target market research; improved customer and employee onboarding
- Instituted content guidelines for company voice/tone; wrote and edited content (copywriting, microcopy, press releases, blog)
- Designed customer knowledge base and response ticketing system

### OWNER • VISUAL ARTIST

#### Ricky Colson Art, Zooettes

2007 - 2017

- Created original artwork using traditional and digital materials (2d & 3d); exhibited and sold artwork in fine art galleries in Pennsylvania and Texas
- Designed and operated Zooettes e-commerce website; created, sold, and shipped artwork and merchandise to customers around the world; donated artwork to animal welfare charity auctions and organizations
- Designed branding and promotional material for various organizations
- Lectured and taught studio drawing workshops for university students
- Developed 'Welcome to Autumn' project - revisionist history and 3d artwork; conducted research on culture, history, architecture, science, and engineering